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Author Tzu-Li Lin
Author's Email Address No Public.
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Abstract
Impression management indicates when individual interacts among people or presents himself, he attempts to influence others' images to him consciously or unconsciously.

The subject of this study is freshman and sophomore taking English courses in Southern Taiwan University. Three hundred questionnaires were sent to students. Two hundred and forty-seven copies were returned. The purpose of this study is to discuss when English instructors use strategy of impression management, what the perception of students is, and its effects on learning satisfaction and learning effectiveness. The result provides teaching reference for instructors in vocational and technological institutes, and hopes to help relevant follow-up studies in the academia.

The results are as follows:

1.Instructors use strategies of impression management have positive effect on learning satisfaction of students.
2.Instructors use strategies of impression management have positive effect on learning effectiveness of students.
3.Junior instructors use strategies of impression management more than senior instructors do.
4.When instructors use strategies of impression management, different gender, grade, and English group has significant difference on learning satisfaction and learning effectiveness.
Keyword: impression management, learning satisfaction, learning effectiveness
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